



WDAF-TV

Revision

ORDER

Print Date 09/19/12 Page 1 of 5

Flight Dates 09/18/12-09/24/12

Contract / Revision 575393 /

Original Date / Revision 09/19/12 09/19/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product SPENCE 4 MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 918924

Alt Order # 09820258

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ea

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 28% Market Value 132142

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	37%	48892
KCWE	%	0
KMBC	24%	31714
KMCI	%	0
KPXE	%	0
KSHB	11%	14535
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	43	\$31,450.00	\$37,000.00	0.00	08/27/12	09/24/12	43	\$31,450.00	\$37,000.00
Totals	43	\$31,450.00	\$37,000.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	4	09/18/12	09/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$250.00	1	0.00 NM	1	\$250.00
NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----			1		\$250.00		0.00			
2	4	09/19/12	09/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$250.00	1	0.00 NM	1	\$250.00
NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----			1		\$250.00		0.00			
3	4	09/20/12	09/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$250.00	1	0.00 NM	1	\$250.00
NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1		\$250.00		0.00			

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
4	4	09/21/12	09/21/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$250.00	1	0.00	NM	1	\$250.00
<div>NEWS AT 9A</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12----F--1\$250.000.00</div></div>															
5	4	09/24/12	09/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
<div>NEWS AT 9A</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/24/1209/30/12M-----1\$250.000.00</div></div>															
6	4	09/18/12	09/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
<div>NOON NEWS</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12-T-----1\$375.000.00</div></div>															
7	4	09/19/12	09/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
<div>NOON NEWS</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12--W----1\$375.000.00</div></div>															
8	4	09/20/12	09/20/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$375.00	1	0.00	NM	1	\$375.00
<div>NOON NEWS</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12---T---1\$375.000.00</div></div>															
9	4	09/21/12	09/21/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$375.00	1	0.00	NM	1	\$375.00
<div>NOON NEWS</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12----F--1\$375.000.00</div></div>															
10	4	09/18/12	09/18/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<div>JUDGE JUDY</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12-T-----1\$450.000.00</div></div>															
11	4	09/19/12	09/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<div>JUDGE JUDY</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12--W----1\$450.000.00</div></div>															
12	4	09/20/12	09/20/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<div>JUDGE JUDY</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12---T---1\$450.000.00</div></div>															
13	4	09/21/12	09/21/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<div>JUDGE JUDY</div> <div><div><div>Start Date</div><div>End Date</div><div>Weekdays</div><div>Spots/Week</div><div>Rate</div><div>Rating</div></div><div>Week: 09/17/1209/23/12----F--1\$450.000.00</div></div>															
14	4	09/24/12	09/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<div>JUDGE JUDY</div>															

WDAF-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
36	4	09/23/12	09/23/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00	
NEWS 10P SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S					1	\$625.00		0.00				
37	4	09/18/12	09/18/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----					1	\$3,000.00		0.00				
38	4	09/19/12	09/19/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----					1	\$3,000.00		0.00				
39	4	09/20/12	09/20/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---					1	\$3,000.00		0.00				
41	4	09/19/12	09/19/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$2,600.00	2	0.00	NM	1	\$2,600.00	
X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----					1	\$2,600.00		0.00				
42	4	09/20/12	09/20/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00	
X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---					1	\$2,000.00		0.00				
N 44	4	09/24/12	09/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----					1	\$3,000.00		0.00				
N 45	4	09/22/12	09/22/12	MLB on FOX Daytime MLB on FOX Daytime	CM-All	Daytime	-----S-	:30	2	\$200.00	4	0.00	NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-					2	\$200.00		0.00				
														Totals	43	\$37,000.00